

Message Text

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FM AMCONSUL HAMBURG

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USDOC WASHDC

INFO AMEMBASSY BONN

USMISSION USBERLIN

AMCONSUL BREMEN

AMCONSUL DUSSELDORF

AMCONSUL FRANKFURT

AMCONSUL MUNICH

AMCONSUL STUTTGART

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E. O. 11652: N/A

TAGS: BEXP, GW

SUBJ: U.S. BUSINESS INFORMATION CENTER (BIC) AT HANNOVER FAIR

APRIL 16-24, 1975

1. SUMMARY: COOPERATING WITH U.S. EMBASSY BONN, AMERIKA HAUS HANNOVER, U.S. TRADE CENTER FRANKFURT, U.S. CONGEN DUESSELDORF AND AMERICAN CHAMBER OF COMMERCE GERMANY, U.S. CONGEN HAMBURG MOUNTED A BUSINESS INFORMATION CENTER AT THIS YEAR'S HANNOVER FAIR, WITH REPRESENTATIVES FROM 8 STATES WITH OFFICES IN EUROPE PARTICIPATING. BASED UPON HIGHLY SATISFACTORY RESULTS WE STRONGLY RECOMMEND, AND BONN CONCURS, THAT WE REPEAT THIS UNDERTAKING IN 1976 AND REQUEST COMMERCE FUNDING AT NECESSARY LEVEL. END SUMMARY.

2. WE THINK RESULTS OF OUR PARTICIPATION AT THE HANNOVER FAIR WERE OUTSTANDING. ALL EIGHT OF THE STATE REPRESENTATIVES WHO TOOK PART SEEMED GENUINELY SATISFIED WITH THEIR INDIVIDUAL RESULTS, ALL APPRECIATED THE OPPORTUNITY TO PARTICIPATE AT A RELATIVELY LOW COST AND MOST WANT TO DO IT AGAIN NEXT YEAR. THE UNCLASSIFIED

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CONSULATE VISITOR LOG SHOWS A TOTAL OF 2,612 PERSONS VISITED

THE BOOTH, 2,229 FOR TOURISM OR GENERAL INFORMATION AND 383 FOR BUSINESS INFORMATION. CONSULATE PERSONNEL TALKED TO REPRESENTATIVES OF 64 FIRMS ABOUT TRADE OPPORTUNITIES, WHICH WILL PRODUCE SOMETHING IN EXCESS OF 100 ACTUAL TO'S, AND ANOTHER 16 FIRMS INTERESTED IN LICENSING AND JOINT VENTURES. NOT ALL STATE REPRESENTATIVES HAVE COMPLETED QUESTIONNAIRES WE PROVIDED, BUT AS AN EXAMPLE OF THEIR RESULTS, ILLINOIS RECEIVED 32 TRADE, 6 LICENSING, 3 JOINT VENTURE, 4 INDUSTRIAL DEVELOPMENT AND 11 SERVICE INQUIRIES, AND MADE 88 BUSINESS CONTACTS DURING THE FAIR.

3. EMBASSY BONN AND CONGEN HAMBURG AGREED IN SUMMER OF 1974 THAT A BIC AT THE HANNOVER FAIR WOULD BE WELL WORTH TRYING, ASSUMING SUFFICIENT FUNDS COULD BE OBTAINED. WE BEGAN NEGOTIATIONS WITH THE FAIR AUTHORITIES, WHO AGREED TO MAKE THE SPACE AVAILABLE IN AN INTERNATIONAL TREFFPUNKT (INTERNATIONAL MEETING POINT) AT A REDUCED PRICE. BONN THEN CONTACTED THE OFFICES OF ALL THE STATES' REPRESENTATIVES IN EUROPE TO ASCERTAIN THEIR INTEREST. WHEN IT BECAME CLEAR THAT A SUFFICIENT NUMBER OF STATES WERE INTERESTED AND WERE WILLING TO PAY ENOUGH TO PERMIT US TO TAKE A STAND, WE CONTRACTED WITH FAIR AUTHORITIES FOR 130 SQUARE METERS OF SPACE, THE SAME BOOTH WHICH WE HAD HAD SEVERAL YEARS PREVIOUSLY. FUNDS CONTRIBUTED BY THE STATES WERE AUGMENTED BY FUNDS DESIGNATED FOR INVEST IN USA PURPOSES UNDER THE CONTROL OF THE AMERICAN CHAMBER OF COMMERCE IN GERMANY.

4. PRIOR TO THE FAIR, CONTACTS WITH THE STATES, ALL FINANCIAL DECISIONS AND PUBLICITY WORK WERE COORDINATED BY THE COMMERCIAL SECTION OF THE EMBASSY IN BONN. COORDINATION WITH THE FAIR AUTHORITIES, PLANNING FOR THE BOOTH, AND MANAGEMENT OF IT WERE THE RESPONSIBILITY OF THE CONGEN HAMBURG. AMERIKA HAUS HANNOVER WAS OF MAXIMUM ASSISTANCE, PROVIDING ON THE SPOT COORDINATION, STAFF SUPPORT BEFORE AND DURING THE FAIR, AND OTHER SERVICES TOO NUMEROUS TO MENTION. THE FRANKFURT TRADE CENTER PARTITIONED THE BOOTH, MADE ITS MICROFILM CATALOG READER AVAILABLE, AND LENT AN FSO TO ASSIST AT THE BOOTH FOR SEVERAL DAYS. DUESSELDORF ALSO PROVIDED AN FSL FOR SEVERAL DAYS. USIS BONN HELPED WITH PRESS RELEASES AND MADE OTHER USEFUL SUGGESTIONS. THE EMBASSY PROVIDED ALL FURNITURE AND SUPPLIES NEEDED IN THE BOOTH.

5. THE HANNOVER FAIR WOULD NOT BE SUITABLE FOR A COMMERCE
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SPONSORED U.S. PAVILION BECAUSE OF ITS HORIZONTAL NATURE. HOWEVER, THE LARGE AND BROAD-BASED PARTICIPATION OF GERMAN INDUSTRY PROVIDES AN IDEAL FORUM FOR GENERATING BOTH TRADE AND INVESTMENT OPPORTUNITIES. IN THIS RESPECT, HANNOVER'S IMPORTANCE REMAINS UNSURPASSED BY ANY OTHER GERMAN FAIR.

6. THE TOTAL COST FOR OPERATING THE BUSINESS INFORMATION CENTER THIS YEAR WAS ABOUT DOLLAR 14,000, OF WHICH DOLLAR 4,000 WAS

CONTRIBUTED BY THE STATES. WE STRONGLY RECOMMEND PARTICIPATION AGAIN NEXT YEAR IN A SIMILAR FASHION. TO THIS END, WE REQUEST THAT DOLLAR 10,000 BE MADE AVAILABLE BY COMMERCE. WE PLAN TO INCREASE THE CHARGES TO EACH OF THE STATES NEXT YEAR, BUT INFLATION AND PROBABLY A HIGHER COST FOR RENTING SPACE WILL CERTAINLY FORCE OUR COSTS UP. WE ALSO RECOMMEND CONSIDERATION BE GIVEN TO HOLDING A CATALOG SHOW IN THE BOOTH IN A CATEGORY NOT WELL REPRESENTED DIRECTLY BY AMERICAN FIRMS OR THEIR EUROPEAN SUBSIDIARIES, SUCH AS WOOD-WORKING AND WOOD-HANDLING MACHINERY OR POLLUTION CONTROL EQUIPMENT.

7. THE COUNTRY COMMERICAL TEAM CONCURS IN THIS FUNDING REQUEST. THE AMBASSADOR SPENT AN ENTIRE DAY AT THE HANNOVER FAIR AND STRONGLY SUPPORTS THE CONSULATE GENERAL AND COUNTRY TEAM'S RECOMMENDATION.BERRY

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